

OCCUPATIONAL OUTLOOK

ALAMEDA COUNTY 1998/1999

A product of the California Cooperative Occupational Information System

Sponsored by:

Oakland Private Industry Council and Local Partners
Alameda County Private Industry Council
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California Occupational Information Coordinating Committee
Alameda County Economic Development Alliance for Business



ACKNOWLEDGEMENTS

The Oakland Private Industry Council expresses its gratitude to all the people who gave their time and expertise towards the publication of this report.

Our thanks go to over 250 Alameda County employers who contributed their time and information. These employers made this Outlook Report possible by answering questions on 23 different occupations.

We would also like to give special thanks to all of our partners who helped select the occupations to be studied for this report.

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ABOUT THE CCOIS

The 1998/1999 Alameda County Occupational Outlook Report is a product of the California Cooperative Occupational Information System (CCOIS), which has been active since 1986. CCOIS is a collaboration of the Labor Market Information Division of the Employment Development Department, the California Occupational Information Coordinating Committee (COICC) and a local agency in Alameda County, the Oakland Private Industry Council. Currently, 38 local agencies produce these reports. These reports contain information on occupations in 58 counties and all of California's labor force. No other source of occupational information offers the up-to-date local labor market focus that is found in this and other Occupational Outlook Reports.

MISSION OF THE CCOIS

“To improve the match between employers’ needs for skilled labor and the skills of the California workforce. This is accomplished by providing current localized occupational information that results in better labor decisions. These decisions are made by job seekers, employers, policy makers, legislators, training staff, students, educators, counselors, administrators and others who prepare people for, and help them to obtain work.”

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YOUR OPINION COUNTS...

As a reader of the information contained in this report, your participation in completing the survey enclosed with this publication is appreciated. Your response will help us ensure this publication continues to meet the needs of our customers. Thank You.

INTRODUCTION

The 1998/1999 Occupational Outlook Report represents the seventh year of the Labor Market Information Program in Alameda County. It is the objective of this report to inform both employers and job seekers of the current labor market trends in Alameda County.

POSSIBLE USES FOR THIS REPORT:

Career Decisions: Career Counselors and job seekers can make informed occupational choices based on skills, abilities, interests, education and personal needs. The localized information in this report is easy to understand and includes employer requirements and preferences, wages and benefits, supply and demand assessments and more.

Curriculum Design: Training providers can assess and update their curriculum based on current employer needs and projected trends, as indicated in this report.

Program Planning: This report provides local planners and administrators with employment, training, and placement data, as well as occupational size and expected growth rates. Program planners can use this data to evaluate, improve, and eliminate programs, or to plan new programs.

Economic Development: Local government agencies and economic development organizations will find information on the labor pool, such as occupational size, expected growth rates, and wages, useful in determining the potential for business growth and development in our labor market area.

Program Marketing: Training providers can effectively market their programs by informing students, employers, and others that the chances for job placement are much greater, because their training programs are developed using reliable local occupational data.

Human Resource Management: Small business owners and large corporate human resource directors alike can use this report to help determine competitive wages and benefits, improve their recruitment methods and assess the availability of qualified workers for business relocation or expansion purposes.

ABOUT THE PROGRAM METHODS

Occupation Selection

The following process was used to select the occupations to be included in this report. Initial criteria were identified by the Oakland Private Industry Council (OPIC) staff to narrow down the list of occupations to be surveyed. The criteria were:

- The occupation has a substantial employment base in the county;
- There was a substantial number of projected job openings in the county;
- The potential salary level was \$7.00/hr. or more. (Some exceptions are included in this report.)

A preliminary list of occupations was developed and reviewed by vocational program operators, educational institutions, labor representatives, economic development organizations, members of the Private Industry Council, employers and the Labor Market Information Division (LMID). With input from these organizations, occupations were dropped and others added until a final list of occupations was selected.

Title & Definition of Occupations

An occupation has a name or title and a definition of a job that identifies the various activities and functions of a worker. The method for classifying jobs used in this program is the Occupational Employment Statistics (OES) classification system developed by the U.S. Department of Labor's Bureau of Labor Statistics (BLS) or the Dictionary of Occupational Titles (DOT) developed by the U.S. Department of Labor. BLS uses the OES classification system nationwide to study staffing patterns within industries. The DOT is used nationwide to properly match jobs with workers. Examples of occupational titles : Automotive Mechanics, Medical Secretaries, and Film Editors.

Survey Sample Selection

After the occupations were selected and defined, an employer sample was developed for each occupation. One consideration in drawing up the employer sample was to identify the industry classification.

An industry title represents the economic activity in which a firm is engaged. Industries are classified according to the Standard Industrial Classification Manual. There are nine major industry classifications; some examples are agriculture, construction, manufacturing, and retail trade. Every firm in the state is classified in one or more of these detailed industry categories, according to the products or services they render.

LMID staff, using detailed data bases on employers and occupational staffing within industries, chose a representative sample of employers for each of the occupations. A Home Health Care worker would generally work for a firm classified in the health services category, whereas a Local Area Network Manager may be scattered across several

industries—health services, retail trade, manufacturing, etc. This was considered for each occupation when establishing the sample of employers that would receive questionnaires. This sample was carefully reviewed by Oakland PIC staff and employers were added and deleted, as appropriate, to obtain a sample of 40 employers.

Questionnaire Development

A standard questionnaire was developed by LMID and used for all occupations.

Survey Procedures

The following illustrates OPIC's survey procedures:

- Employers were called to verify company name and address, verify the existence of the occupation at the company, obtain the name of a contact person, describe the study and encourage participation. Employers were eliminated at this point if they did not employ in that occupation.
- Employers willing to participate in the survey were encouraged to complete the questionnaire during the initial contact by phone. If that was not a convenient time, employers willing to complete the questionnaire were called back at a time designated and/or sent a survey by mail or fax.
- Employers not responding after five working days of mailing a questionnaire were again contacted by phone to encourage them to return the questionnaire and again given the opportunity to complete the survey by telephone.
- All surveys were reviewed by the coordinator to ensure accuracy and completeness. Employers were contacted if answers were unclear or conflicted with other answers or information obtained about the occupation.
- If a sufficient number of responses could not be obtained in a reasonable time in order to secure a finalized list of up to 40 employers, additional employers were added to the list based on knowledge of local firms, the firms listed in the Yellow Pages, or the firms listed with the Chamber of Commerce.

Tabulation & Results

The survey responses were entered into a database, and tabulations were produced. From those tabulations, the data was analyzed and the final occupational summaries were prepared. Each occupational summary provides information on training and hiring requirements; size of the occupation; employment trends; supply/demand assessments; wages and fringe benefits; and other information. Specific employer identification is and will remain confidential.

ABOUT THE OCCUPATIONAL SUMMARIES

The following descriptions are provided to explain each section of the occupational summaries. Occupations are listed alphabetically by their title. The Occupational Employment Statistic (OES) Code and number of responding firms are provided at the beginning of each summary.

Response Chart:

When reference is made to “all”, “almost all”, “most”, “many”, “some”, or “few”, the following definitions apply.

All Employers	100% of the survey respondents
Almost All	80% up to but not including 100% of survey respondents
Most	60% up to but not including 80% of survey respondents
Many	40% up to but not including 60% of survey respondents
Some	20% up to but not including 40% of survey respondents
Few	Less than 20%

Description

The titles and descriptions are based on the OES Dictionary published by the Bureau of Labor Statistics, May 1992, and by the U.S. Department of Labor, Employment and Training Administration, Fourth Edition.

Training and Experience

Job Qualifications

The basic skills, knowledge, abilities and certification described in this section are primarily from LMID library reference material. Computer related skills are from the surveyed employers.

Education of Most Recent Hires

In this section, the report categorizes the level of formal education held by most of the recent hires indicated by responding employers in the designated occupation.

Experience & Other Requirements

This part of the report reflects employers' requirements for previous work experience and the degree to which they accept training as a substitute for experience.

Recruitment methods

Sources

This section lists the sources that employers most frequently utilize in their recruitment efforts.

Vacancies Filled over last 12 Months

Here, employers were asked to report the source of job openings in the occupation over the last year.

Employment Trends

Alameda County Occupational Forecast 1994-2001

The forecast tables represented in this section were prepared by EDD. The tables indicate the employment level, growth rating and job openings by occupation in Alameda County over a seven year period. Also included is the average growth rate for all occupations in the county.

Size

The term used to describe the employment level of a particular occupation refers to its estimated number of workers in the occupation. Occupational size in Alameda County is measured on the following scale:

Small	Less than 884
Medium	885 - 1768
Large	1769 - 3830
Very Large	More than 3830

Growth Rating

The standard terms used to describe the rate of growth for each occupation are as follows:

Much Faster than Average	=	1.50 x average or more
Faster than Average	=	1.10 to but not including 1.50 x average
Average	=	0.90 to but not including 1.10 x average
Slower than Average	=	Less than 0.90 x average

Job Openings

For each occupation, the job openings reported are a result of occupational growth.

Average Growth

The average growth rating for Alameda County illustrated for comparison to the occupational growth rating.

Employers' Forecast

In this section, employment levels in the occupation are assessed for the past year and for the next three years. Here, the employment levels are measured by whether responding employers felt the occupation would decline, stability or grow.

Supply/Demand Assessments

The terms used in this section refer to the degree of difficulty employers experience when seeking fully experienced and qualified applicants, as well as inexperienced applicants

(trained or untrained) who meet their hiring qualifications. The following terms illustrate the local supply and demand characteristics at the time of the survey:

Very Difficult	Demand is considerably greater than the supply of qualified applicants. Employers often cannot find qualified applicants when an opening arises.
Somewhat Difficult	Demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicant when an opening arises.
A Little Difficult	Supply is somewhat greater than the demand for qualified applicants when employers look to fill openings.
Not Difficult	Supply of qualified applicants is considerably greater than demand, creating a very competitive job market for applicants.

Wages And Benefits

Hourly Wages

The standard definition of wage data categories enables comparison of salary ranges across occupations. The ranges are based primarily on employer surveys and contracts with unions. Union wages are reported separately when union employment represents 20 percent or more of the surveyed employers. The wages reported are based on data collected from July 1997 through December 1997 and reflect the following categories:

Entry Level/No Experience	The wages of persons trained or untrained, but with no paid experience in the occupation.
Experienced/New to Firm	The starting wages paid to journey-level or experienced workers newly hired at the firm.
3 + Years Experience with firm	The wages generally paid to workers with at least three years journey-level experience at the firm.

Included in this section are the hourly work week and promotional opportunities.

Benefits

Employee benefits for both full-time and part-time workers are represented in this section. The data shows the percentage of employers offering each benefit using the categories listed on page 5.

OCCUPATIONAL SUMMARIES

BAKERS – BREAD AND PASTRY
OES CODE: 650210
15 FIRMS RESPONDING / 102 TOTAL EMPLOYEES

DESCRIPTION

Bread and pastry bakers mix and bake ingredients according to recipes to produce breads, pastries, and other baked foods. They produce goods in smaller quantities for consumption on premises or for sale as specialty baked foods.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Ability To: follow safe work practices, stand continuously for 2 or more hours, work as part of a team, read and follow instructions, and meet sanitation requirements.

Skills In: interpersonal relations

Willingness to: work nights, weekends, and holidays, work part-time, and work on call.

EDUCATION OF MOST RECENT HIRES

1. High School or Equivalent All

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	33%	20%	27%	20%
Training as a Substitute for Work Experience	20%	47%	13%	20%

RECRUITMENT METHODS

Employee Referrals, Unsolicited Applicants and In-House Promotions and Transfers	Most
Newspaper Ads, and the Employment Development Dept. (EDD)	Many
Public School or Program Referrals, Private School Referrals and Other (Port of Oakland, Web-Site, Signs)	Some
Private Employment Agencies	None

VACANCIES FILLED OVER LAST 12 MONTHS

Employees Leaving	Many
Temporary	Some
Promotions and New Positions	Few

Employers report a total of 33 new positions this past year.

EMPLOYMENT TRENDS

**ALAMEDA COUNTY
OCCUPATIONAL FORECAST 1994-2001**

Size:	Medium (1994 emp. 1160)
Growth Rating:	Much Faster Than Average (26.7%)
Job Openings:	310
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	Few	Most	Few
Employment level over next 3 years	None	Many	Many

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	54%	13%	13%	20%
Inexperienced	50%	33%	8%	9%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 5.75 - 8.00	\$ 6.50
Experienced/New to Firm	\$ 6.50 - 12.00	\$ 8.00
3 + Years Experience with firm	\$ 8.00 - 14.40	\$ 12.00

BENEFITS

	FT
Medical and Dental Insurance	Almost All
Paid Vacation	Most
Life Insurance	Many
Vision Insurance, Paid Sick Leave and Retirement Plan	Some
Child Care	None

OTHER

HOURS: Almost All employers report full time positions averaging 40 hour work weeks. Some report part time positions averaging 23 hour work weeks.

PROMOTIONAL OPPORTUNITIES: Most employers provide promotional opportunities.

GENDER: 66% of total employees are male; 34% are female

CHILD CARE WORKERS
OES CODE: 680380
15 FIRMS RESPONDING / 641 TOTAL EMPLOYEES

DESCRIPTION

Child Care Workers attend children at school, businesses, and institutions performing a variety of tasks, such as dressing, feeding, bathing, and overseeing play. This occupation does not include workers whose primary function is to teach in a structured setting.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Ability To: exercise patience, handle crisis situations, work under pressure, ability to read and follow instructions

Skills In: word processing

Skills in: oral communication

Knowledge of: early childhood development

Possession Of: clean police record, good physical condition, and good work record

EDUCATION OF MOST RECENT HIRES

1. Some College, but no degree	Many
2. Bachelor Degree	Some
3. High School or equivalent	Few

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	6%	27%	67%	0%
Training as a Substitute for Work Experience	0%	100%	0%	0%

RECRUITMENT METHODS

Employee Referrals	Almost All
Newspaper Ads and In-House Promotions and Transfers	Most
Unsolicited Applicants	Many
Public School or Program Referrals, Private School Referrals and the Employment Development Dept (EDD)	Some
Private Employment Agencies and Other (Job Fair, Job Hotline)	Few

VACANCIES FILLED OVER LAST 12 MONTHS

Employees Leaving, New Positions and Temporary Promotions	Some
	Few

Employers report a total of 151 new positions this past year.

EMPLOYMENT TRENDS

**ALAMEDA COUNTY
OCCUPATIONAL FORECAST 1994-2001**

Size:	Medium (1994 emp. 990)
Growth Rating:	Slower Than Average (11.1%)
Job Openings:	110
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	Few	Many	Many
Employment level over next 3 years	Few	Many	Many

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	0%	20%	33%	47%
Inexperienced	13%	13%	47%	27%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 5.75 - 10.00	\$ 7.25
Experienced/New to Firm	\$ 6.25 - 12.00	\$ 8.50
3 + Years Experience with firm	\$ 8.22 - 18.00	\$ 10.21

UNION

	Range	Median
Entry Level/No Experience	\$ 7.27 - 9.60	\$ 8.43
Experienced/New to Firm	\$ 7.27 - 11.96	\$ 9.30
3 + Years Experience with Firm	\$ 9.50 - 13.15	\$ 11.30

BENEFITS

	FT	PT
Medical Insurance, Paid Sick Leave and Vacation	Almost All	Many
Dental Insurance	Almost All	Some
Retirement Plan	Many	Few
Life Insurance	Many	None
Vision Insurance and Child Care	Some	Some

OTHER

HOURS: Almost All employers report full time positions averaging 40 hour work weeks. Almost All report part time positions averaging 24 hour work weeks . Many report Temporary positions averaging 22 hours a week.

PROMOTIONAL OPPORTUNITIES: Almost All employers provide promotional opportunities.

GENDER: 74% of total employees are female; 26% are male

COMPUTER PROGRAMMERS, INCLUDING AIDES

OES CODE: 251051

15 FIRMS RESPONDING / 456 TOTAL EMPLOYEES

DESCRIPTION

Computer Programmers, Including Aides convert symbolic statements of administrative data, business, scientific, engineering, and other technical problem formulations into detailed logical flow charts for coding into computer language. They develop and write computer programs to store, locate, and retrieve specific documents, data, and information.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Ability To: work as part of a team, think logically, read and follow instructions, work independently, interact with others, work under pressure, ability to make decisions, and ability to use diagnostic programs.

Skills In: word processing, spreadsheet, database, desktop publishing and other (Visual Basics, Unix, Java, Networking), customer service, interpersonal relations, oral communication, and problem solving

Possession Of: ingenuity and imagination.

EDUCATION OF MOST RECENT HIRES

1. Bachelor (4 Year) Degree Almost All

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	0%	0%	20%	80%
Training as a Substitute for Work Experience	27%	67%	6%	0%

RECRUITMENT METHODS

Employee Referrals and In-House Promotions and Transfers	Almost All
Newspaper Ads and Private Employment Agencies	Most
Unsolicited Applicants and Other (Web-Site)	Many
Public School or Program Referrals, Private School Referrals and EDD	Some

VACANCIES FILLED OVER LAST 12 MONTHS

New Positions	Most
Temporary, Employees Leaving and Promotions	Few

Employers report a total of 133 new positions this past year.

EMPLOYMENT TRENDS

ALAMEDA COUNTY OCCUPATIONAL FORECAST 1994-2001

Size:	Large (1994 emp. 3110)
Growth Rating:	Faster Than Average (14.8%)
Job Openings:	460
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	None	Some	Most
Employment level over next 3 years	None	Some	Almost All

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	7%	20%	33%	40%
Inexperienced	0%	0%	67%	33%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 5.75 - 19.18	\$ 17.05
Experienced/New to Firm	\$ 11.51 - 31.65	\$ 20.14
3 + Years Experience with firm	\$ 19.18 - 38.42	\$ 28.77

BENEFITS

	FT
Medical and Dental Insurance, Paid Sick Leave, Paid Vacation and Retirement Plan	All
Vision and Life Insurance	Almost All
Child Care	Most
	Few

OTHER

HOURS: All employers report full time positions averaging 42 hour work weeks. Some also report part time positions averaging 27 hour work weeks.

PROMOTIONAL OPPORTUNITIES: All employers provide promotional opportunities.

GENDER: 68% of total employees are male; 32% are female

COOKS - RESTAURANT
OES CODE: 650260
16 FIRMS RESPONDING / 803 TOTAL EMPLOYEES

DESCRIPTION

Restaurant Cooks prepare, season, and cook soups, meats, vegetables, desserts, and other foodstuffs in restaurants. They may order supplies, keep records and accounts, price items on a menu, or plan the menu.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Ability To: follow oral instructions, stand continuously for 2 or more hours, work under pressure, work independently, handle multiple food orders in a timely fashion, read and follow instructions, and manage multiple priorities.

Skills In: oral communication, and grooming

Willingness to: work nights, weekends and holidays, and work with close supervision

EDUCATION OF MOST RECENT HIRES

1. Less Than High School Almost All

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	31%	19%	19%	31%
Training as a Substitute for Work Experience	38%	50%	6%	6%

RECRUITMENT METHODS

Newspaper Ads & Employee Referrals	Most
In-House Promotion or Transfer	Many
Unsolicited Applicants and Public School or Program Referrals	Some
Private School Referrals and Other (Sign)	Few
Private Employment Agencies, EDD, and Union Halls	None

VACANCIES FILLED OVER LAST 12 MONTHS

Employees Leaving	Most
Promotions	Some
New Positions	Few
Temporary	None

Employers report a total of 592 new positions this past year.

EMPLOYMENT TRENDS

**ALAMEDA COUNTY
OCCUPATIONAL FORECAST 1994-2001**

Size:	Large (1994 emp. 2840)
Growth Rating:	Faster Than Average (15.8%)
Job Openings:	450
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	Few	Many	Many
Employment level over next 3 years	None	Many	Many

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	20%	20%	40%	20%
Inexperienced	38%	15%	38%	9%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 5.75 - 7.00	\$ 6.00
Experienced/New to Firm	\$ 5.75 - 10.00	\$ 6.75
3 + Years Experience with firm	\$ 6.25 - 12.00	\$ 10.00

BENEFITS

	FT
Medical & Dental Insurance, and Paid Vacation	Almost All
Vision and Life Insurance and Retirement Plan	Many
Paid Sick Leave and Child Care	None

OTHER

HOURS: Almost All employers report full time positions averaging 41 hour work weeks. Most employers report part-time positions averaging 24 hour work weeks.

PROMOTIONAL OPPORTUNITIES: Almost All employers provide promotional opportunities.

GENDER: 59% of total employees are male; 41% are female

DATA PROCESSING EQUIPMENT REPAIRERS

OES CODE: 857050

15 FIRMS RESPONDING / 564 TOTAL EMPLOYEES

DESCRIPTION

Data Processing Equipment Repairers repair, maintain, and install electronic computers (mainframes, minis, and micros), peripheral equipment, and word processing systems. This occupation does not include Non-Data Processing Equipment Repairers.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Ability To: maintain good customer relations, make decisions, sit continuously for 2 or more hours, work independently, troubleshoot at board level, lift at least 50 lbs. repeatedly, read and follow instructions, write legibly, use diagnostic programs, and operate electronics testing equipment

Skills In: word processing, spreadsheet, database, desktop publishing and other (operating systems), interpersonal relations, analyses, problem solving, eye-hand coordination, basic math, and keyboard.

Knowledge of: all types of printers

Possession of: valid drivers license

EDUCATION OF MOST RECENT HIRES

1. High School or Equivalent	Some
2. Some College but no Degree	Some
3. Associate (2 Year) Degree	Few
4. Bachelor (4 Year) Degree	Few

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	0%	13%	40%	47%
Training as a Substitute for Work Experience	27%	67%	0%	6%

RECRUITMENT METHODS

Employee Referrals	Almost All
Newspaper Ads and In-House Promotions And Transfers	Most
Private Employment Agencies, Unsolicited Applicants, EDD and Other (Web-Site)	Many
Public School or Program Referrals and Private School Referrals	Some

VACANCIES FILLED OVER LAST 12 MONTHS

Promotions, New Positions and Employees Leaving	Some
Temporary	Few
Employers report a total of 122 new positions this past year.	

EMPLOYMENT TRENDS

ALAMEDA COUNTY OCCUPATIONAL FORECAST 1994-2001

Size:	Small (1994 emp. 730)
Growth Rating:	Much Faster Than Average (32.9%)
Job Openings:	240
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	Few	Some	Many
Employment level over next 3 years	None	Some	Most

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	27%	13%	53%	7%
Inexperienced	13%	25%	50%	12%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 7.67 - 12.00	\$ 9.49
Experienced/New to Firm	\$ 10.00 - 20.00	\$ 14.38
3 + Years Experience with firm	\$ 12.00 - 40.00	\$ 19.18

BENEFITS

	FT	PT
Medical and Dental Insurance and Paid Vacation	All	Few
Paid Sick Leave	Almost All	Few
Life Insurance and Retirement Plan	Most	Few
Vision Insurance	Many	Few
Child Care	Few	Few

OTHER

HOURS: All employers report full time positions averaging 41 hour work weeks. Some report part time positions averaging 29 hour work weeks. Some also report temporary positions averaging 33 hours a week.

PROMOTIONAL OPPORTUNITIES: Almost All employers provide promotional opportunities.

GENDER: 75% of total employees are male; 25% are female

FOOD PREPARATION WORKERS
OES CODE: 650380
15 FIRMS RESPONDING / 237 TOTAL EMPLOYEES

DESCRIPTION

Food Preparation Workers perform a variety of food preparation duties, such as preparing cold foods and maintaining and cleaning kitchen work areas, equipment, and utensils. They perform simple tasks such as preparing shellfish or slicing meat. They may brew coffee, tea, or chocolate or prepare sandwiches. They work in such places as a restaurant kitchen or a delicatessen.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Ability To: follow oral instructions, work rapidly, work under pressure, handle multiple food orders in a timely fashion, and stand continuously for 2 or more hours

Skills In: personal cleanliness, and oral communication

Willingness to: work with close supervision

EDUCATION OF MOST RECENT HIRES

1. High School or Equivalent Almost All

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	40%	40%	20%	0%
Training as a Substitute for Work Experience	27%	60%	7%	6%

RECRUITMENT METHODS

Employee Referrals	Almost All
In-House Promotions and Transfers	Most
Newspaper Ads	Many
Unsolicited Applicants and Other (Sign)	Some
Private Employment Agencies, Public	Few
School or Program Referrals, Private	
School Referrals, and EDD	

VACANCIES FILLED OVER LAST 12 MONTHS

Employees Leaving	Many
Promotions and New Positions	Some
Temporary	Few

Employers report a total of 76 new positions this past year.

EMPLOYMENT TRENDS

**ALAMEDA COUNTY
OCCUPATIONAL FORECAST 1994-2001**

Size:	Very Large (1994 emp. 7200)
Growth Rating:	No Significant Change (12.5%)
Job Openings:	900
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	None	Most	Many
Employment level over next 3 years	None	Many	Many

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	67%	20%	13%	0%
Inexperienced	64%	14%	22%	0%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 5.75 - 7.00	\$ 6.00
Experienced/New to Firm	\$ 5.75 - 8.50	\$ 7.00
3 + Years Experience with firm	\$ 7.00 - 14.00	\$ 9.00

UNION

	Range	Median
Entry Level/No Experience	\$ 8.60 - 9.40	\$ 9.00
Experienced/New to Firm	\$ 9.40 - 10.54	\$ 9.97
3 + Years Experience with Firm	\$ 9.40 - 11.42	\$ 10.41

BENEFITS

	FT	PT
Medical Insurance and Dental Insurance	All	Some
Paid Vacation	Almost All	None
Vision Insurance and Life Insurance	Most	Some
Retirement Plan	Most	Few
Paid Sick Leave	Some	None

OTHER

HOURS: Almost All employers report full time positions averaging 39 hour work weeks. Many also report part time positions averaging 24 hour work weeks .

PROMOTIONAL OPPORTUNITIES: Almost All employers provide promotional opportunities.

GENDER: 66% of total employees are female; 34% are male.

GENERAL MANAGERS AND TOP EXECUTIVES

OES CODE: 190050

15 FIRMS RESPONDING / 42 TOTAL EMPLOYEES

DESCRIPTION

General Managers and Top Executives include both top and mid-level managers whose duties and responsibilities are too diverse and general in nature to be classified in any functional or line area of management and administration. These managers generally work through departmental or subordinate executives. This occupation does not include managers of smaller establishments who typically engage in the same activities as the workers they supervise.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Ability To: work independently, maintain good business relationships, manage unexpected situations or circumstances, give oral instructions, motivate others, work under pressure, plan and organize the work of others, set work priorities, write effectively, hire and assign personnel, analyze data and solve problems, and interview others for information

Skills In: word processing, spreadsheet, database, desktop publishing, leadership, oral communication, interpersonal relations, and public contact

EDUCATION OF MOST RECENT HIRES

- | | |
|------------------------------|------|
| 1. Bachelor (4 Year) Degree | Most |
| 2. Graduate Study | Many |

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	0%	0%	0%	100%
Training as a Substitute for Work Experience	60%	33%	0%	7%

RECRUITMENT METHODS

In-House Promotions and Transfers	Almost All
Employee Referrals and Newspaper Ads	Most
Private Employment Agencies and Other (Web-Site)	Many
Unsolicited Applicants	Some
Public School or Program Referrals	Few
Private School Referrals, and EDD	

VACANCIES FILLED OVER LAST 12 MONTHS

New Positions	Almost All
Employees Leaving	Some
Temporary and Promotions	None

Employers report a total of 5 new positions this past year

EMPLOYMENT TRENDS

ALAMEDA COUNTY OCCUPATIONAL FORECAST 1994-2001

Size:	Very Large (1994 emp. 16,440)
Growth Rating:	Faster Than Average (14.8%)
Job Openings:	2430
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	None	Most	Some
Employment level over next 3 years	None	Almost All	Few

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	7%	7%	40%	46%
Inexperienced	50%	0%	50%	0%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 18.80 - 18.80	\$ 18.80
Experienced/New to Firm	\$ 13.90 - 71.92	\$ 28.77
3 + Years Experience with firm	\$ 14.38 - 83.91	\$ 38.36

BENEFITS

	FT
Medical and Dental Insurance, and Paid Vacation	All
Vision and Life Insurance, Paid Sick Leave, and Retirement Plan	Almost All

OTHER

HOURS: All employers report full time positions averaging 43 hour work weeks. None of the Employers report part time positions.

PROMOTIONAL OPPORTUNITIES: Many employers provide promotional opportunities.

GENDER: 88% of total employees are male; 12% are female

HAZARDOUS MATERIALS REMOVAL WORKERS

OES CODE: 878030

6 FIRMS RESPONDING / 71 TOTAL EMPLOYEES

DESCRIPTION

Hazardous Materials Removal Workers remove, pack, transport, and/or dispose of hazardous materials, including asbestos, waste fuel, contaminants soil, etc. Specialized training and certification in hazardous materials handling and/or a confined entry permit are generally required.

TRAINING AND EXPERIENCE

EDUCATION OF MOST RECENT HIRES

1. Some College, but no degree	Almost All
2. High School or equivalent	Few

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	17%	50%	0%	33%
Training as a Substitute for Work Experience	33%	67%	0%	0%

RECRUITMENT METHODS

Employee Referrals	Almost All
In-House Promotions and Transfers, and EDD	Many
Newspaper Ads, and Unsolicited Applicants	Some
Public School or Program Referrals, Private School Referrals, and Private Employment Agencies	Few
Union Halls	None

VACANCIES FILLED OVER LAST 12 MONTHS

Employees Leaving	Almost All
New Positions	Few
Temporary and Promotions	None

Employers report a total of 11 new positions this past year

EMPLOYMENT TRENDS

ALAMEDA COUNTY OCCUPATIONAL FORECAST 1994-2001

Size:	Data Unavailable
Growth Rating:	Data Unavailable
Job Openings:	Data Unavailable
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	None	Almost All	Few
Employment level over next 3 years	None	Some	Most

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	40%	0%	60%	0%
Inexperienced	50%	25%	25%	0%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 6.00 - 15.00	\$ 10.00
Experienced/New to Firm	\$ 8.00 - 18.50	\$ 14.30
3 + Years Experience with firm	\$ 12.00 - 23.18	\$ 19.38

BENEFITS

	FT
Medical Insurance and Paid Vacation	All
Dental and Vision Insurance, and Paid Sick Leave	Almost All
Life Insurance and Retirement Plan	Most
Child Care	None

OTHER

HOURS: All employers report full time positions averaging 40 hour work weeks. Few of the Employers report part time positions averaging 25 hour work weeks.

PROMOTIONAL OPPORTUNITIES: Most employers provide promotional opportunities.

GENDER: 77% of the employees are male; 23% are female.

HEATING, AIR CONDITIONING, AND REFRIGERATION MECHANICS AND INSTALLERS

OES CODE: 859020

7 FIRMS RESPONDING / 113 TOTAL EMPLOYEES

DESCRIPTION

Heating, Air Conditioning, and Refrigeration Mechanics and Installers install and repair heating, air conditioning and refrigeration systems. Their duties may include installation and repair of oil burners, hot-air furnaces, heating stoves, and similar equipment in homes and commercial establishments using hand and pipe threading tools. They may also install and repair cooling and central air conditioning systems. This occupation does not include workers who do only plumbing and pipefitting work

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Ability To: use time effectively, read and follow instructions, use hand tools, work independently, make decisions, handle crisis situations, read wiring diagrams, and lift at least 50 lbs. repeatedly

Skills In: word processing, and oral communication

Possession Of: good DMV driving record and valid drivers license

Willingness To: work nights, weekends, and holidays

EDUCATION OF MOST RECENT HIRES

1. High School or Equivalent	Many
2. Some College, but no degree	Some
3. Associate (2 Year) degree	Few

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	0%	14%	29%	57%
Training as a Substitute for Work Experience	43%	29%	14%	14%

RECRUITMENT METHODS

Newspaper Ads, Employee Referrals, and Union Hall Referrals	Many
Public School or Program Referrals	Some
Unsolicited Applicants, In-House Promotions or Transfers, and Private School Referrals	Few
Private Employment Agencies, and EDD	None

VACANCIES FILLED OVER LAST 12 MONTHS

New Positions	Most
Employees Leaving	Some
Promotions, and Temporary	None
Employers report a total of 26 new positions this past year.	

EMPLOYMENT TRENDS

ALAMEDA COUNTY OCCUPATIONAL FORECAST 1994-2001

Size:	Small (1994 emp. 670)
Growth Rating:	Much Faster than Average (28.4%)
Job Openings:	190
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	None	Many	Many
Employment level over next 3 years	None	Some	Most

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	14%	29%	14%	43%
Inexperienced	50%	25%	25%	0%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 8.00 - 12.00	\$ 12.00
Experienced/New to Firm	\$ 14.00 - 23.00	\$ 20.00
3 + Years Experience with firm	\$ 16.00 - 26.00	\$ 24.00

UNION

	Range	Median
Entry Level/No Experience	\$ 9.00 - 12.00	\$ 10.50
Experienced/New to Firm	\$ 16.00 - 33.00	\$ 31.00
3 + Years Experience with Firm	\$ 24.00 - 36.00	\$ 31.00

BENEFITS

	FT
Medical, and Dental Insurance, Paid Sick Leave, Paid Vacation, and Retirement Plan	All
Vision Insurance	Almost All
Life Insurance	Most
Child Care	None

OTHER

HOURS: All employers report full time positions averaging 40 hour work weeks.

PROMOTIONAL OPPORTUNITIES: Most employers provide promotional opportunities.

GENDER: 96% of total employees are male; 4% are female

INTERNET WEB SITE DESIGNERS/DEVELOPERS (WEBMASTERS)

OES CODE: 031064999

10 FIRMS RESPONDING / 164 TOTAL EMPLOYEES

DESCRIPTION

Internet Web Site Designers/Developers (Webmasters) are responsible for managing the content of an organization's Internet web site. Usually using specialized software, they create, design and maintain web pages to communicate an organization's message to Internet users.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Skills In: spreadsheet, word processing, database, desktop publishing, systems administration, and JAVA

EDUCATION OF MOST RECENT HIRES

- | | |
|-----------------------------|------------|
| 1. Bachelor (4Year) degree | Almost All |
| 2. Associate (2Year) degree | Few |

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	0%	0%	10%	90%
Training as a Substitute for Work Experience	50%	30%	20%	0%

RECRUITMENT METHODS

Employee Referrals, Newspaper Ads, and In-House Promotions and Transfers	Almost All
Private Employment Agencies	Many
Public School or Program Referrals and Other (Web Site)	Some
Unsolicited Applicants, Private School Referrals, and EDD	Few
Union Halls	None

VACANCIES FILLED OVER LAST 12 MONTHS

New Positions	All
Employees Leaving	None
Promotions	None
Temporary	None

Employers report a total of 6 new positions this past year

EMPLOYMENT TRENDS

ALAMEDA COUNTY OCCUPATIONAL FORECAST 1994-2001

Size:	Data Unavailable
Growth Rating:	Data Unavailable
Job Openings:	Data Unavailable
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	None	Many	Most
Employment level over next 3 years	None	Many	Most

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	10%	30%	30%	30%
Inexperienced	0%	0%	67%	33%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 14.38 - 14.38	\$ 14.38
Experienced/New to Firm	\$ 11.51 - 34.52	\$ 19.66
3 + Years Experience with firm	\$ 18.70 - 57.54	\$ 22.78

BENEFITS

	FT	PT
Medical Insurance and Paid Vacation	All	Few
Vision Insurance	Almost All	Few
Dental Insurance, Life Insurance, and Paid Sick Leave	Most	Few
Retirement Plan	Many	Few
Child Care	Few	None

OTHER

HOURS: Almost All employers report full time positions averaging 41 hour work weeks. Some employers report part time positions averaging 25 hour work weeks.

PROMOTIONAL OPPORTUNITIES: Most employers provide promotional opportunities.

GENDER: 56% of total employees are female; 44% are male

MAINTENANCE REPAIRERS – GENERAL UTILITY

OES CODE: 851320

15 FIRMS RESPONDING / 282 TOTAL EMPLOYEES

DESCRIPTION

Maintenance Repairers perform work involving two or more maintenance skills to keep the machines, mechanical equipment, and/or structure of an establishment in repair. This occupation is generally found in a small establishment where specialization in maintenance work is impractical. Their duties may involve pipefitting, boilermaking, insulating, welding, machining, machine and equipment repairing, carpentry, and electrical work, as well as planning and laying out of work relating to repairs; repairing electrical and/or mechanical equipment; installing, aligning and balancing new equipment; and repairing buildings, floors, or stairs.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Ability To: stand continuously for 2 or more hours, implement safe work practices, operate power hand tools, read and follow instructions, and handle crisis situations

Possession of: good eye-hand coordination, and mechanical aptitude

EDUCATION OF MOST RECENT HIRES

- | | |
|--------------------------------|------------|
| 1. High School or equivalent | Almost All |
| 2. Some College, but no Degree | Few |

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	0%	7%	33%	60%
Training as a Substitute for Work Experience	0%	80%	13%	7%

RECRUITMENT METHODS

Employee Referrals, Newspaper Ads, Unsolicited Applicants and In-House Promotions and Transfers	Most
Public School or Program Referrals, and EDD	Many
Private Employment Agencies, Private School Referrals, Union Halls and Other (Job Line)	Some

VACANCIES FILLED OVER LAST 12 MONTHS

Employees Leaving and new Positions	Many
Promotions	Few
Temporary	None

Employers report a total of 22 new positions this past year.

EMPLOYMENT TRENDS

ALAMEDA COUNTY OCCUPATIONAL FORECAST 1994-2001

Size:	Very Large (1994 emp. 5730)
Growth Rating:	Faster Than Average (15.4%)
Job Openings:	880
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	Few	Many	Many
Employment level over next 3 years	None	Many	Many

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	33%	13%	47%	7%
Inexperienced	83%	0%	17%	0%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 8.00 - 12.00	\$ 9.59
Experienced/New to Firm	\$ 9.50 - 20.00	\$ 12.00
3 + Years Experience with firm	\$ 12.00 - 25.00	\$ 15.00

UNION

	Range	Median
Entry Level/No Experience	\$ 9.48 - 16.14	\$ 15.33
Experienced/New to Firm	\$ 12.38 - 30.94	\$ 16.15
3 + Years Experience with Firm	\$ 14.78 - 30.94	\$ 18.79

BENEFITS

	FT	PT
Medical, Dental and Vision Insurance	Almost All	Some
Paid Sick Leave and Paid Vacation		
Life Insurance and Retirement Plan	Most	Some
Child Care	Few	None

OTHER

HOURS: Almost All employers report full time positions averaging 40 hour work weeks. Few report part time positions averaging 32 hours a week.

PROMOTIONAL OPPORTUNITIES: Almost All employers provide promotional opportunities.

GENDER: 98% of total employees are male; 2% are female

NETWORK CONTROL TECHNICIANS
OES CODE: 031262995
11 FIRMS RESPONDING / 57 TOTAL EMPLOYEES

DESCRIPTION

Network Control Technicians assist in the set-up, testing, and troubleshooting of Local Area Networks (LANs) and Wide Area Networks (WANs). Network Control Technicians work closely with LAN Managers and also repair and replace systems as necessary.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Skills In: spreadsheet, word processing, database, and other (NIC, Novell, Unix,, and Email)

EDUCATION OF MOST RECENT HIRES

- | | |
|------------------------------|------|
| 1. Associate (2 Year) degree | Many |
| 2. Bachelor (4 Year) degree | Many |

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	0%	0%	9%	91%
Training as a Substitute for Work Experience	36%	36%	28%	0%

RECRUITMENT METHODS

Newspaper Ads	Almost All
Employee Referrals and In-House Promotions and Transfers	Most
Other (Job Hotline, Web Site)	Many
Public School or Program Referrals, Unsolicited Applicants, Private Employment Agencies, and EDD	Some
Private School Referrals	Few
Union Halls	None

VACANCIES FILLED OVER LAST 12 MONTHS

New Positions	Many
Employees Leaving	Some
Promotions	Few
Temporary	None

Employers report a total of 15 new positions this past year.

EMPLOYMENT TRENDS

**ALAMEDA COUNTY
OCCUPATIONAL FORECAST 1994-2001**

Size:	Data Unavailable
Growth Rating:	Data Unavailable
Job Openings:	Data Unavailable
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	None	Many	Many
Employment level over next 3 years	None	Some	Most

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	18%	18%	36%	28%
Inexperienced	50%	0%	50%	0%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 12.00 - 12.00	\$ 12.00
Experienced/New to Firm	\$ 9.00 - 31.65	\$ 25.17
3 + Years Experience with firm	\$ 12.00 - 38.42	\$ 32.13

UNION

	Range	Median
Entry Level/No Experience	\$ 11.92 - 11.92	\$ 11.92
Experienced/New to Firm	\$ 13.12 - 16.88	\$ 15.67
3 + Years Experience with Firm	\$ 14.46 - 20.56	\$ 18.41

BENEFITS

	FT	PT
Medical and Dental Insurance, and Paid Sick Leave	All	Few
Vision and Life Insurance, Paid Vacation, and Retirement Plan	Almost All	Few
Child Care	Few	None

OTHER

HOURS: All employers report full time positions averaging 39 hour work weeks. Few employers report part time positions averaging 25 hours a week.

PROMOTIONAL OPPORTUNITIES: Almost All employers provide promotional opportunities.

GENDER: 53% of total employees are female; 47% are male

PHARMACY TECHNICIANS
OES CODE: 325180
8 FIRMS RESPONDING / 26 TOTAL EMPLOYEES

DESCRIPTION

Pharmacy Technicians fill orders for unit doses and prepackaged pharmaceuticals and perform other related duties under the supervision and direction of a pharmacy supervisor or staff pharmacist. Duties include keeping records of drugs delivered to the pharmacy, storing incoming merchandise in proper locations and informing the supervisor of stock needs and shortages. They may clean equipment used in the performance of duties and assist in the care and maintenance of equipment and supplies.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Skills In: word processing and spreadsheet

EDUCATION OF MOST RECENT HIRES

1. Associate (2 Year) degree	Almost All
2. bachelor (4Year) degree	Few

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	0%	50%	13%	37%
Training as a Substitute for Work Experience	0%	50%	50%	0%

RECRUITMENT METHODS

Newspaper Ads, Employee Referrals	Most
In-House Promotions and Transfers, and Public School or Program Referrals	
Other (Recruitment Team)	Some
Unsolicited Applicants and Private School Referrals	Few
Private Employment Agencies, EDD and Union Halls	None

VACANCIES FILLED OVER LAST 12 MONTHS

New Positions	Many
Employees Leaving	Some
Promotions	Few
Temporary	None

Employers report a total of 6 new positions this past year

EMPLOYMENT TRENDS

**ALAMEDA COUNTY
OCCUPATIONAL FORECAST 1994-2001**

Size:	Small (1994 emp. 360)
Growth Rating:	Faster Than Average (13.9)
Job Openings:	50
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	None	Almost All	Few
Employment level over next 3 years	None	Most	Some

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	13%	13%	61%	13%
Inexperienced	25%	50%	25%	0%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 7.00 - 11.50	\$ 10.00
Experienced/New to Firm	\$ 8.00 - 13.00	\$ 10.00
3 + Years Experience with firm	\$ 10.00 - 16.00	\$ 12.00

BENEFITS

	FT
Medical Insurance	All
Paid Vacation	Almost All
Dental and Vision Insurance, Paid Sick Leave and Retirement Plan	Most
Life Insurance	Many
Child Care	None

OTHER

HOURS: All employers report full time positions averaging 40 hour work weeks. Some employers report part time positions averaging 18 hour work weeks.

PROMOTIONAL OPPORTUNITIES: Most employers do not provide promotional opportunities.

GENDER: 88% of total employees are female; 12% are male

PHYSICAL THERAPY AIDES
OES CODE: 660172
10 FIRMS RESPONDING / 40 TOTAL EMPLOYEES

DESCRIPTION

Physical Therapy Aides prepare patients and treatment area for physical therapy treatments and assist Physical Therapists with treatments such as gait training, hydrotherapy, and exercise programs. They transport patients to and from treatment area and assemble and maintain equipment and supplies. They may perform routine clerical and related tasks. They work under continuous on- site supervision of a licensed/registered Physical Therapist.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Ability To: read and follow instructions

Skills In: oral communication and database

Possession Of: good physical condition

Willingness To: work with close supervision

EDUCATION OF MOST RECENT HIRES

- | | |
|--------------------------------|------|
| 1. Bachelor (4 Year) degree | Many |
| 2. Some college, but no degree | Some |
| 3. Associate (2 Year) degree | Few |

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience	0%	10%	50%	40%
Required				
Training as a Substitute for Work Experience	30%	50%	20%	0%

RECRUITMENT METHODS

Newspaper Ads	Almost All
Employee Referrals	Most
Unsolicited Applicants and In-House Promotions and Transfers	Many
Public School or Program Referrals	Some
EDD	Few
Private School Referrals, Union Halls, Private Employment Agencies and Other	None

VACANCIES FILLED OVER LAST 12 MONTHS

New Positions, Temporary and Employees Leaving	Some
Promotions	None

Employers report a total of 12 new positions this past year

EMPLOYMENT TRENDS

**ALAMEDA COUNTY
OCCUPATIONAL FORECAST 1994-2001**

Size:	Data Unavailable
Growth Rating:	Data Unavailable
Job Openings:	Data Unavailable
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	None	Most	Some
Employment level over next 3 years	None	Most	Some

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	50%	20%	20%	10%
Inexperienced	40%	40%	0%	20%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 6.00 - 12.28	\$ 8.00
Experienced/New to Firm	\$ 7.50 - 26.00	\$ 10.00
3 + Years Experience with firm	\$ 8.00 - 30.00	\$ 11.50

BENEFITS

	FT	PT
Medical Insurance	All	Some
Dental Insurance, Paid Vacation and Retirement Plan	Almost All	Some
Life Insurance and Paid Sick Leave	Most	Some
Vision Insurance	Many	Some
Child Care	None	None

OTHER

HOURS: Most employers report full time positions averaging 40 hour work weeks. Most employers report part time positions averaging 23 hour work weeks. Some report temporary positions averaging 30 hours a week.

PROMOTIONAL OPPORTUNITIES: Many employers provide promotional opportunities.

GENDER: 58% of total employees are female; 43% are male

RECEPTIONISTS AND INFORMATION CLERKS

OES CODE: 553050

15 FIRMS RESPONDING / 61 TOTAL EMPLOYEES

DESCRIPTION

Receptionists and Information Clerks answer inquiries and obtain information for the general public(customers, visitors, and other interested parties) concerning activities conducted at an establishment, such as the location of offices or persons within the firm, departments within the store, or services within the hotel. They may perform a variety of other clerical duties. This occupation does not include Receptionists who primarily operate switchboards.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Ability To: follow oral instructions, read and follow instructions, sit continuously for 2 or more hours, work under pressure, interact well with others, work independently, and be flexible

Skills In: filing, problem solving, oral communication, diplomacy, public contact, telephone answering, customer service, and listening

EDUCATION OF MOST RECENT HIRES

1. High School or Equivalent Almost All

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	7%	33%	33%	27%
Training as a Substitute for Work Experience	0%	53%	47%	0%

RECRUITMENT METHODS

Employee Referrals	Almost All
Newspaper Ads	Most
Private Employment Agencies and In-House Promotions and Transfers	Many
Unsolicited Applicants, Public School or Program Referrals and EDD	Some
Private School Referrals, Union Halls and other (Opportunity Knocks)	Few

VACANCIES FILLED OVER LAST 12 MONTHS

New Positions, Promotions and Employees Leaving	Some
Temporary	Few

Employers report a total of 22 new positions this past year

EMPLOYMENT TRENDS

ALAMEDA COUNTY OCCUPATIONAL FORECAST 1994-2001

Size:	Very Large (1994 emp. 5840)
Growth Rating:	Faster Than Average (17.3%)
Job Openings:	1010
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level Some during last year	None	Almost All	Few
Employment level over next 3 years	Few	Most	Some

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	47%	13%	40%	0%
Inexperienced	33%	25%	33%	9%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 6.50 - 11.89	\$ 9.00
Experienced/New to Firm	\$ 7.50 - 13.81	\$ 10.11
3 + Years Experience with firm	\$ 9.00 - 15.45	\$ 11.00

BENEFITS

	FT	PT
Medical Insurance	All	Some
Dental Insurance and Paid Vacation	Almost All	Some
Retirement Plan	Almost All	Few
Life Insurance and Paid Sick Leave	Most	Some
Vision Insurance	Many	Some
Child Care	None	None

OTHER

HOURS: All employers report full time positions averaging 39 hour work weeks. Few employers report temporary positions averaging 15 hours a week

PROMOTIONAL OPPORTUNITIES: Almost All employers provide promotional opportunities.

GENDER: 97% of total employees are female; 3% are male

REGISTERED NURSES
OES CODE: 325020
11 FIRMS RESPONDING / 2151 TOTAL EMPLOYEES

DESCRIPTION

Registered Nurses administer nursing care to ill or injured persons. This group includes administrative, public health, industrial, private duty, and surgical nurses. Licensing or registration is required. This occupation does not include Nursing Instructors and Teachers.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Ability To: read and follow instructions, make decisions, work under pressure, administer injections, analyze data to solve problems, work independently, handle crisis situations, apply transferring techniques moving patients, write legibly, provide personal services to patients, write effectively, interact with others, follow oral instructions, take vital signs, and synthesize information

Skills In: word processing, database, oral communication and public contact,

Possession Of: creativity

Knowledge of: medical terminology and asepsis

EDUCATION OF MOST RECENT HIRES

- | | |
|------------------------------|------|
| 1. Bachelor (4 Year) degree | Most |
| 2. Associate (2 Year) degree | Some |

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	9%	0%	18%	73%
Training as a Substitute for Work Experience	45%	55%	0%	0%

RECRUITMENT METHODS

- | | |
|---|------|
| Employee Referrals, Newspaper Ads and In-House Promotions and Transfers | Most |
| Unsolicited Applicants | Some |
| Public School or Program Referrals, Private School Referrals, EDD, Union Halls and Other (Web Site) | Few |
| Private Employment Agencies | None |

VACANCIES FILLED OVER LAST 12 MONTHS

- | | |
|-------------------------------------|------|
| New Positions and Employees Leaving | Many |
| Promotions and Temporary | Few |

Employers report a total of 237 new positions this past year

EMPLOYMENT TRENDS

**ALAMEDA COUNTY
OCCUPATIONAL FORECAST 1994-2001**

Size: Very Large (1994 emp. 8180)
 Growth Rating: Much Slower Than Average (7.7%)
 Job Openings: 630
 Average growth for all occupations in Alameda County: 12.3%

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	Few	Many	Many
Employment level over next 3 years	None	Most	Some

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	0%	45%	18%	37%
Inexperienced	50%	0%	0%	50%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 16.45 - 20.27	\$ 18.36
Experienced/New to Firm	\$ 18.22 - 27.97	\$ 21.43
3 + Years Experience with firm	\$ 21.43 - 30.56	\$ 22.00

UNION

	Range	Median
Entry Level/No Experience	\$ 23.49 - 25.24	\$ 24.37
Experienced/New to Firm	\$ 19.20 - 26.85	\$ 24.95
3 + Years Experience with Firm	\$ 20.47 - 31.17	\$ 26.82

BENEFITS

	FT	PT
Medical, Dental, Vision and Life Insurance, and Retirement Plan	Almost All	Some
Paid Sick Leave, Paid Vacation	Almost All	Many
Child Care	Few	Few

OTHER

HOURS: Almost All employers report full time positions averaging 39 hour work weeks. Most employers report part time positions averaging 26 hour work weeks. Many report temporary positions averaging 12 hours a week.

PROMOTIONAL OPPORTUNITIES: Almost All employers provide promotional opportunities.

GENDER: 86% of total employees are female; 14% are male

SALESPERSONS – RETAIL (EXCEPT VEHICLE SALES)**OES CODE: 490112****14 FIRMS RESPONDING / 895 TOTAL EMPLOYEES****DESCRIPTION**

Retail Salespersons sell a variety of merchandise to the public. They assist the customer in making selections, obtain or receive the merchandise, total the bill, receive the payment in cash or by check or credit card, operate a cash register, and make change for the customer. They may stock shelves and set up advertising displays. This occupation does not include workers who work primarily as Cashiers.

TRAINING AND EXPERIENCE**JOB QUALIFICATIONS**

Skill In: customer service, public contact, oral communication, and grooming

Ability To: follow oral instructions, work under pressure, make change, work independently, read and follow instructions, operate a cash register, and apply sales techniques

Willingness To: work with close supervision

EDUCATION OF MOST RECENT HIRES

1. High School or equivalent	Many
2. Associate (2 Year) degree	Some
3. Some College, but no degree	Few

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	13%	29%	29%	29%
Training as a Substitute for Work Experience	21%	57%	14%	8%

RECRUITMENT METHODS

Unsolicited Applicants	Almost All
Employee Referrals, Newspaper Ads, and In-House Promotions or Transfers	Most
Public School or Program Referrals, and EDD	Some
Private Employment Agencies, and Private School Referrals	Few
Union Halls	None

VACANCIES FILLED OVER LAST 12 MONTHS

New Positions	Most
Employees Leaving	Some
Temporary, and Promotions	Few

Employers report a total of 291 new positions this past year

EMPLOYMENT TRENDS**ALAMEDA COUNTY
OCCUPATIONAL FORECAST 1994-2001**

Size:	Very Large (1994 emp. 19,460)
Growth Rating:	Slower than Average (11.4%)
Job Openings:	2220
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	None	Few	Almost All
Employment level over next 3 years	None	Few	Almost All

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	29%	14%	21%	36%
Inexperienced	64%	18%	0%	18%

WAGES/BENEFITS**WAGES**

	Range	Median
Entry Level/No Experience	\$ 5.75 - 32.00	\$ 6.25
Experienced/New to Firm	\$ 6.00 - 32.00	\$ 7.25
3 + Years Experience with firm	\$ 7.35 - 32.00	\$ 9.00

BENEFITS

	FT	PT
Medical Insurance	All	Few
Dental Insurance	Almost All	Few
Paid Vacation	Almost All	None
Vision Insurance, Life Insurance, and Retirement Plan	Most	Few
Paid Sick Leave	Most	None
Child Care	Few	None

OTHER

HOURS: All employers report full time positions averaging 40 hour work weeks. Most of the Employers report part time positions averaging 22 hour work weeks.

PROMOTIONAL OPPORTUNITIES: Almost All employers provide promotional opportunities.

GENDER: 55% of the employees are male; 45% are female.

SECRETARIES, MEDICAL
OES CODE: 551050
9 FIRMS RESPONDING / 37 TOTAL EMPLOYEES

DESCRIPTION

Medical Secretaries perform secretarial duties utilizing specific knowledge of medical terminology and hospital, clinic, or laboratory procedures. Their duties include taking dictation, and compiling and recording medical charts, reports, and correspondence, as well as preparing and sending bills to patients or recording appointments.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Ability To: read and follow instructions, work independently, write effectively and legibly, work under pressure, analyze data to solve problems, make decisions, and interact well with others

Skills In: word processing, spreadsheet, database, oral communication, customer service, telephone answering, and public contact

EDUCATION OF MOST RECENT HIRES

- | | |
|--------------------------------|------------|
| 1. Some College, but no degree | Almost All |
| 2. High School or equivalent | Few |

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience	0%	11%	33%	56%
Required				
Training as a Substitute	22%	67%	11%	0%
for Work Experience				

RECRUITMENT METHODS

Employee Referrals	All
Newspaper Ads	Most
In-House Promotions and Transfers	Many
Private Employment Agencies,	Some
Unsolicited Applicants, Private School	
Referrals, and EDD	
Public School or Program Referrals	Few
Union Halls	None

VACANCIES FILLED OVER LAST 12 MONTHS

Employees Leaving	Most
Temporary, Promotions, and New	Few
Positions	

Employers report a total of 9 new positions this past year

EMPLOYMENT TRENDS

**ALAMEDA COUNTY
OCCUPATIONAL FORECAST 1994-2001**

Size:	Medium (1994 emp. 890)
Growth Rating:	Much Slower than Average (4.5%)
Job Openings:	40
Average growth for all occupations in Alameda County:	12.3%

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level	Few	Many	Many
during last year			
Employment level	None	Most	Some
over next 3 years			

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	11%	33%	56%	0%
Inexperienced	25%	25%	25%	25%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 7.00 - 10.00	\$ 8.00
Experienced/New to Firm	\$ 8.63 - 15.00	\$ 10.69
3 + Years Experience with firm	\$ 10.36 - 20.00	\$ 12.00

BENEFITS

	FT	PT
Paid Vacation	All	Some
Medical Insurance	Almost All	Few
Paid Sick Leave	Almost All	Some
Dental Insurance	Many	Few
Vision and Life Insurance	Many	None
Retirement Plan	Many	Few
Child Care	None	None

OTHER

HOURS: All employers report full time positions averaging 38 hour work weeks. Some of the Employers report part time positions averaging 23 hour work weeks.

PROMOTIONAL OPPORTUNITIES: Most employers provide promotional opportunities.

GENDER: 100% of the employees are female.

STOCK CLERKS – SALES FLOOR
OES CODE: 490210
11 FIRMS RESPONDING / 1037 TOTAL EMPLOYEES

DESCRIPTION

Sales Floor Stock Clerks receive, store, and issue merchandise on the sales floor, stock shelves, racks, cases, bins, and tables with merchandise, arrange displays of items to attract customers, and may periodically take physical count of stock or check and mark merchandise.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Skill In: oral communication, customer service, cash handling, and basic math

Ability To: use time effectively, stand continuously for 2 or more hours, read and follow instructions, pay attention to detail, lift at least 50lbs. repeatedly, follow oral instructions, work independently, and stock shelves

Willingness To: work part –time, work early mornings and weekends, and work with close supervision

EDUCATION OF MOST RECENT HIRES

- | | |
|------------------------------|------------|
| 1. High School or equivalent | Almost All |
| 2. Associate (2 Year) degree | Few |

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience Required	36%	45%	9%	10%
Training as a Substitute for Work Experience	18%	55%	0%	27%

RECRUITMENT METHODS

Employee Referrals	All
In-House Promotions and Transfers	Almost All
Newspaper Ads, and Unsolicited Applicants	Most
Public School or Program Referrals, and EDD	Some
Private School Referrals, and Private Employment Agencies	Few
Union Halls	None

VACANCIES FILLED OVER LAST 12 MONTHS

New Positions	Most
Employees Leaving	Some
Temporary, and Promotions	Few

Employers report a total of 111 new positions this past year

EMPLOYMENT TRENDS

**ALAMEDA COUNTY
OCCUPATIONAL FORECAST 1994-2001**

Size:	Very Large (1994 emp. 4110)
Growth Rating:	Slower than Average (9%)
Job Openings:	370
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	None	Few	Almost All
Employment level over next 3 years	None	Few	Almost All

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	36%	36%	9%	19%
Inexperienced	50%	30%	0%	20%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 5.75 - 9.05	\$ 6.63
Experienced/New to Firm	\$ 6.00 - 9.05	\$ 8.00
3 + Years Experience with firm	\$ 8.00 - 16.05	\$ 11.00

BENEFITS

	FT	PT
Paid Sick Leave and Paid Vacation	All	Few
Medical, Dental, and Vision Insurance, and Retirement Plan	Almost All	None
Life Insurance	Almost All	Few
Child Care	Some	None

OTHER

HOURS: All employers report full time positions averaging 40 hour work weeks. Some of the Employers report part time positions averaging 27 hour work weeks.

PROMOTIONAL OPPORTUNITIES: All employers provide promotional opportunities.

GENDER: 74% of the employees are male; 26% are female.

TRUCK DRIVERS – HEAVY OR TRACTOR TRAILER

OES CODE: 971020

10 FIRMS RESPONDING / 632 TOTAL EMPLOYEES

DESCRIPTION

Heavy or Tractor Trailer Truck Drivers drive tractor-trailer combinations or trucks with a capacity of more than three tons to transport and deliver goods, livestock, or materials in liquid, loose or packaged form. They may be required to unload trucks.

TRAINING AND EXPERIENCE

JOB QUALIFICATIONS

Ability To: work independently, pass a pre-employment medical examination, read and follow instructions and write legibly

Skills In: oral communication and interpersonal relations

Willingness To: work on call

Possession Of: good DMV driving record and valid Class A drivers license

EDUCATION OF MOST RECENT HIRES

1. High School or Equivalent Almost All

EXPERIENCE & OTHER REQUIREMENTS

	Never	Sometimes	Usually	Always
Work Experience	10%	20%	0%	70%
Required				
Training as a Substitute	10%	70%	20%	0%
for Work Experience				

RECRUITMENT METHODS

Newspaper Ads	Most
Employee Referrals and Unsolicited Applicants	Many
Public School or Program Referrals and Union Hall Referrals	Some
In-House Promotion or Transfers, Private School Referrals, EDD and Other (Signs on Trucks)	Few
Private Employment Agencies	None

VACANCIES FILLED OVER LAST 12 MONTHS

New Positions	Most
Employees Leaving and Temporary Promotions	few
	None

Employers report a total of 319 new positions this past year.

EMPLOYMENT TRENDS

ALAMEDA COUNTY OCCUPATIONAL FORECAST 1994-2001

Size:	Very Large (1994 emp. 5650)
Growth Rating:	No Significant Change (12.6%)
Job Openings:	710
Average growth for all occupations in Alameda County: 12.3%	

EMPLOYERS' FORECAST

	Decline	Remain Stable	Grow
Employment level during last year	None	Many	Most
Employment level over next 3 years	None	Most	Many

SUPPLY/DEMAND ASSESSMENTS

How difficult is it to find applicants?

	Not	A Little	Somewhat	Very
Experienced	10%	20%	40%	30%
Inexperienced	0%	20%	80%	0%

WAGES/BENEFITS

WAGES

	Range	Median
Entry Level/No Experience	\$ 12.00 - 13.00	\$ 12.50
Experienced/New to Firm	\$ 11.00 - 14.90	\$ 12.50
3 + Years Experience with firm	\$ 12.50 - 25.00	\$ 14.76

UNION

	Range	Median
Entry Level/No Experience	\$ 5.75 - 15.00	\$ 13.32
Experienced/New to Firm	\$ 13.32 - 20.39	\$ 15.39
3 + Years Experience with Firm	\$ 15.72 - 22.30	\$ 17.75

BENEFITS

	FT	PT
Medical Insurance and Paid Vacation	All	Few
Dental Insurance	All	Some
Retirement Plan	Almost All	Some
Life Insurance	Most	Few
Vision Insurance and Paid Sick Leave	Many	Few
Child Care	Few	Few

OTHER

HOURS: All employers report full time positions averaging 44 hour work weeks. Some employers report part time positions averaging 28 hours a week.

PROMOTIONAL OPPORTUNITIES: Most employers provide promotional opportunities.

GENDER: 94% of total employees are male; 6% are female

THE CCOIS QUESTIONNAIRE



Please return completed questionnaire to:

Oakland Private Industry Council
1212 Broadway, Ste. 300 Att: K. Hornstein
Oakland CA 94612 1841

Phone: (510) 768-4409

Fax: (510) 839-3766

ALL RESPONSES ARE KEPT STRICTLY CONFIDENTIAL

Whom should we contact with any further questions?

NAME: _____

POSITION: _____

PHONE: _____

FAX: _____

Please complete this questionnaire for the occupation described below. If you have multiple locations, please confine your answers to locations in **Alameda County**. Please call the number above if you have questions.

HAZARDOUS MATERIALS REMOVAL WORKERS

Hazardous Materials Removal Workers remove, pack, transport, and/or dispose of hazardous materials, including asbestos, waste fuel, contaminates soil, etc. Specialized training and certification in hazardous materials handling and/or a confined entry permit are generally required.

1. What job title(s) do **you** use for these duties _____ 005

2. How many employees do you **currently** have in this occupation? _____ 010
How many of these fall within each of the following categories, and how many hours per **week** do they work, on average?

NUMBER OF EMPLOYEES

AVERAGE WEEKLY HOURS

Regular, Full Time:

590

591

Regular, Part Time:

650

651

Temporary Or On-Call:

630

631

Seasonal:

610

611

3. Of the people you have hired into this occupation over the last 12 months, how many were hired to fill:

vacancies resulting from promotions within your firm?

031

vacancies resulting from people in permanent positions leaving your firm?

032

new permanent positions resulting from growth?

030

temporary or seasonal positions?

033

4. Of the employees you currently have in this occupation, how many are: MALE? _____ 060 FEMALE? _____ 061

5. During the last year, did your firm's employment in this occupation: (Please Check One)

DECLINE ☐ 480 3

REMAIN STABLE ☐ 480 2

GROW ☐ 480 1

Why? _____ 481

6. Over the next three years, do you expect your firm's employment in this occupation to: (Please Check One)

DECLINE ☐ 740 3

REMAIN STABLE ☐ 740 2

GROW ☐ 740 1

Why? _____ 741

7. Are your employees in this occupation members of a union? (Please Check One) YES ☐ 300 1 NO ☐ 300 2

8. For the people you hire into this occupation, is previous experience required? (Please Check One)

NEVER ☐ 390 4

SOMETIMES ☐ 390 3

USUALLY ☐ 390 2

ALWAYS ☐ 390 1

9. If you require previous experience, what jobs can it be in and how many months of experience meet your qualifications?

(Job Title) 414 _____
(Months of Experience) 416 _____
(Job title) 415 _____
(Months of Experience) 417

10. How difficult is it to find **fully experienced and qualified** applicants? (Please Check One)

NOT DIFFICULT ☐ 721 1 A LITTLE DIFFICULT ☐ 721 2 SOMEWHAT DIFFICULT ☐ 721 3 VERY DIFFICULT ☐ 721 4

11. If you ever hire **inexperienced** applicants (trained or untrained), how difficult is it to find applicants who meet your hiring standards? (Please Check One)

NOT DIFFICULT ☐ 731 1 A LITTLE DIFFICULT ☐ 731 2 SOMEWHAT DIFFICULT ☐ 731 3 VERY DIFFICULT ☐ 731 4

12. Is training acceptable as a substitute for experience? (Please Check One)

NEVER ☐ 391 4 SOMETIMES ☐ 391 3 USUALLY ☐ 391 2 ALWAYS ☐ 391 1

13. If training or certification is required prior to employment, please describe what is needed and how much.

(Training or Certification Needed) 153 _____ 156
(Months of Training)

14. What level of formal education do most of your recently hired employees in this occupation have? (Please Check One)

LESS THAN HIGH SCHOOL	<input type="checkbox"/>	140	ASSOCIATE (2 YEAR) DEGREE	<input type="checkbox"/>	142
HIGH SCHOOL OR EQUIVALENT	<input type="checkbox"/>	141	BACHELOR (4 YEAR) DEGREE	<input type="checkbox"/>	144
SOME COLLEGE, BUT NO DEGREE	<input type="checkbox"/>	157	GRADUATE STUDY	<input type="checkbox"/>	158

15. What type of computer software skills, if any, do you seek in applicants for this occupation? (Please check all that apply)

WORD PROCESSING ☐ 051 SPREADSHEET ☐ 050 DATABASE ☐ 052 DESKTOP PUBLISHING ☐ 053

Other (Please Specify): _____ 054 _____ 055

16. Over the next three years, what new skills are needed to perform the functions of this occupation and what skills are becoming obsolete?

NEW SKILLS:	OBSOLETE SKILLS:
_____ 460	_____ 462
_____ 461	_____ 463

17. What is the usual income earned by your employees in this occupation at the following levels of skill and experience? Please separate the base wage or salary from tips and commissions, if applicable.

	BASE WAGE OR SALARY		TIPS OR COMMISSIONS	
New Hires With No Experience (Trained or Untrained):	\$ _____	550	\$ _____	553
New Hires Who Are Experienced:	\$ _____	551	\$ _____	554
Experienced Employees After Three Years With Your Firm:	\$ _____	552	\$ _____	555
Per: (Please Check One)	HOUR <input type="checkbox"/> 556 H	WEEK <input type="checkbox"/> 556 W	HOUR <input type="checkbox"/> 557 H	WEEK <input type="checkbox"/> 557 W
	MONTH <input type="checkbox"/> 556 M	YEAR <input type="checkbox"/> 556 A	MONTH <input type="checkbox"/> 557 M	YEAR <input type="checkbox"/> 557 A
Other(Please specify)	_____ <input type="checkbox"/> 556 O	Other	_____ <input type="checkbox"/> 557 O	

18. Does your firm offer benefits to employees in this occupation? (Please Check One)

YES ☐ 589 1 NO ☐ 589 2

If yes, please specify: (Please Check All That Apply)

FULL-TIME		PART-TIME		FULL-TIME		PART-TIME	
MEDICAL INSURANCE	<input type="checkbox"/> 573	<input type="checkbox"/> 583	PAID SICK LEAVE	<input type="checkbox"/> 571	<input type="checkbox"/> 581		
DENTAL INSURANCE	<input type="checkbox"/> 574	<input type="checkbox"/> 584	PAID VACATION	<input type="checkbox"/> 570	<input type="checkbox"/> 580		
VISION INSURANCE	<input type="checkbox"/> 575	<input type="checkbox"/> 585	RETIREMENT PLAN	<input type="checkbox"/> 572	<input type="checkbox"/> 582		
LIFE INSURANCE	<input type="checkbox"/> 576	<input type="checkbox"/> 586	CHILD CARE	<input type="checkbox"/> 577	<input type="checkbox"/> 587		
Other (Please Specify): _____	578				588		

19. Do you ever promote employees from this occupation to higher level position? (Please Check One)

YES ☐ 514 1 NO ☐ 514 2

If yes, please specify: _____ 510

20. When you recruit employees for this occupation, which of the following methods do you **primarily** use ? (Check all that apply)

EMPLOYEES' REFERRALS	<input type="checkbox"/>	371	PUBLIC SCHOOL OR PROGRAM REFERRALS	<input type="checkbox"/>	376
RECRUIT VIA NEWSPAPER ADS	<input type="checkbox"/>	372	PRIVATE SCHOOL REFERRALS	<input type="checkbox"/>	377
PRIVATE EMPLOYMENT AGENCIES	<input type="checkbox"/>	373	EMPLOYMENT DEVELOPMENT DEPT.	<input type="checkbox"/>	374
HIRE UNSOLICITED APPLICANTS	<input type="checkbox"/>	379	UNION HALL REFERRALS	<input type="checkbox"/>	378
IN-HOUSE PROMOTION OR TRANSFER	<input type="checkbox"/>	370	Other(Please specify): _____	<input type="checkbox"/>	380

THANK YOU FOR YOUR COOPERATION !

Would you like to receive the outlook summary for this or any other occupation? (Please check one) YES ☐ 382 1 NO ☐ 382 2

THE CCOIS USER SURVEY

Your response to the following questions will help us to ensure our customers are satisfied with our products. Simply fold the postage-paid form in thirds, tape the top, and drop in a mailbox.

1. Please enter the report issue year on the line next to the Occupational Outlook Report (OOR) you are evaluating:

<u>Year</u>	<u>Year</u>	<u>Year</u>	<u>Year</u>	<u>Year</u>
_____ Alameda	_____ Kings	_____ Napa	_____ San Diego	_____ Santa Cruz
_____ Butte	_____ Los Angeles	_____ North Central	_____ San Francisco	_____ Shasta
_____ Contra Costa	_____ Madera	_____ No. California	_____ San Joaquin	_____ Solano
		_____ Counties		
_____ Fresno	_____ Marin	_____ Orange	_____ San Luis Obispo	_____ Sonoma
_____ Golden Sierra	_____ Mendocino	_____ Riverside	_____ San Mateo	_____ Stanislaus
_____ Humboldt	_____ Merced	_____ Sacramento/Yolo	_____ Santa Barbara	_____ Tulare
_____ Imperial	_____ Monterey	_____ San Benito	_____ Santa Clara (NOVA)	_____ Ventura
_____ Kern/Inyo/Mono	_____ Mother Lode	_____ San Bernardino		

2. How often do you use the Occupational Outlook Reports? (Please check one)

Annually ① Quarterly ② Monthly ③ Weekly ④ Daily ⑤

3. Overall, how satisfied are you with the Occupational Outlook Reports? (Please check one)

Very Dissatisfied ① ② ③ ④ ⑤ Very Satisfied

4. Please rank from 1-3 (1 being the highest) how your organization uses the information in the OOR:

_____ Career Counseling	_____ Recruitment
_____ Classroom Training/Course Program/Planning	_____ Research Tool
_____ Compensation Decision	_____ Business Location/Expansion
_____ JTPA/CalWorks/Rehab/etc., Plan/Requirement	_____ Economic Development
_____ Placement	_____ Other (specify) _____

5. Please rank from 1-3 (1 being the highest) the part(s) of the OOR(s) you use the most:

_____ Wages and Benefits _____ Trends/Projections _____ Training, educational requirements, experience _____ Supply/Demand
 _____ Employment Industries _____ Skill Importance _____ Other (specify) _____

6. Please tell us, using specifics, what the value of our information is to you and/or your organization (e.g. cost savings; number of surveys avoided; number of training programs added, modified, or deleted; number using the information; etc.):

7. What are your unmet needs?

8. Overall, how satisfied are you with Labor Market Information Division products? (Please check one)

Very Dissatisfied ① ② ③ ④ ⑤ Very Satisfied

9. What type of organization best describes your organization (SELECT ONE**):**

School	Private Business (other than Schools)	Government/Non-Profit (other than Schools)
<input type="checkbox"/> High School	<input type="checkbox"/> Vocational Rehabilitation Agency	<input type="checkbox"/> Chamber of Commerce
<input type="checkbox"/> Community College	<input type="checkbox"/> Employment Agency	<input type="checkbox"/> Public Rehabilitation Agency
<input type="checkbox"/> College/University	<input type="checkbox"/> Other Private Business (specify) _____	<input type="checkbox"/> Welfare/CalWorks
<input type="checkbox"/> Adult Vocational Education (other than Community College)		<input type="checkbox"/> Other Government/Non-Profit (specify) _____
<input type="checkbox"/> Other School (specify) _____		

10. Do you wish to continue receiving this report? ☐ Yes ☐ No, please remove my name from the mailing list.

Your Name _____ Organization Name _____
 Mailing Address _____
 City/State/Zip _____ Telephone Number () _____

Thank you.

**OCCUPATIONS
SURVEYED SINCE
1992**

OCCUPATIONS SURVEYED SINCE 1992

Sorted by Year and Occupation Name

<u>Year</u>	<u>Occupation</u>
1992	AIRCRAFT ENGINE SPECIALISTS
1992	AIRCRAFT MECHANICS
1992	BIOLOGICAL, AGRICULTURAL, AND FOOD TECHNICIANS AND TECHNOLOGISTS - EXCEPT HEALTH
1992	BOOKKEEPING, ACCOUNTING, AND AUDITING CLERKS, INCLUDING BOOKKEEPERS
1992	CHEMICAL TECHNICIANS AND TECHNOLOGISTS - EXCEPT MEDICAL AND CLINICAL
1992	ELECTRICAL AND ELECTRONIC ENGINEERING TECHNICIANS AND TECHNOLOGISTS
1992	FIREFIGHTERS
1992	HEATING, AIR CONDITIONING, AND REFRIGERATION MECHANICS AND INSTALLERS
1992	LEGAL SECRETARIES
1992	MACHINISTS
1992	MEDICAL AND CLINICAL LABORATORY ASSISTANTS
1992	NURSE AIDES
1992	PARALEGAL PERSONNEL
1992	PLUMBERS, PIPEFITTERS, AND STEAMFITTERS
1992	RECEPTIONISTS AND INFORMATION CLERKS
1992	SHEET METAL WORKERS
1992	SURGICAL TECHNICIANS
1993	BILL AND ACCOUNT COLLECTORS
1993	BUS AND TRUCK MECHANICS AND DIESEL ENGINE SPECIALISTS
1993	CARPENTERS
1993	CASHIERS
1993	COMPUTER OPERATORS
1993	COMPUTER PROGRAMMERS, INCLUDING AIDES
1993	DATA PROCESSING EQUIPMENT REPAIRERS
1993	FOOD PREPARATION WORKERS
1993	FOOD SERVICE MANAGERS
1993	GUARDS AND WATCHGUARDS
1993	HOME HEALTH CARE WORKERS
1993	INSTRUCTIONAL AIDES
1993	LICENSED VOCATIONAL NURSES
1993	LOGGING MANAGERS
1993	MEDICAL ASSISTANTS
1993	NUMERICAL-CONTROL MACHINE-TOOL OPERATORS AND TENDERS-METAL AND PLASTIC
1993	PHYSICAL THERAPY AIDES
1993	PHYSICAL THERAPY ASSISTANTS
1993	RADIOLOGIC TECHNOLOGISTS, DIAGNOSTIC
1993	SECRETARIES, GENERAL
1993	STOCK CLERKS - STOCKROOM, WAREHOUSE, STORAGE YARD
1993	TRAFFIC, SHIPPING, AND RECEIVING CLERKS
1993	TRUCK DRIVERS - HEAVY OR TRACTOR TRAILER
1993	TRUCK DRIVERS, LIGHT - INCLUDE DELIVERY AND ROUTE WORKERS

1994	AUTOMOTIVE BODY AND RELATED REPAIRERS
1994	AUTOMOTIVE MECHANICS
1994	BAKERS - BREAD AND PASTRY
1994	DENTAL ASSISTANTS
1994	DRAFTERS
1994	ELECTRICIANS
1994	ELECTRONIC HOME ENTERTAINMENT EQUIPMENT REPAIRERS
1994	EMERGENCY MEDICAL TECHNICIANS - I
1994	EMERGENCY MEDICAL TECHNICIANS - PARAMEDIC
1994	HAIRDRESSERS, HAIRSTYLISTS, AND COSMETOLOGISTS
1994	HUMAN SERVICE WORKERS
1994	LOAN AND CREDIT CLERKS
1994	MAINTENANCE REPAIRERS - GENERAL UTILITY
1994	MEDICAL SECRETARIES
1994	OFFSET LITHOGRAPHIC PRESS SETTERS AND SET-UP OPERATORS
1994	PERSONNEL CLERKS - EXCEPT PAYROLL AND TIMEKEEPING
1994	PHYSICAL THERAPISTS
1994	REGISTERED NURSES
1994	TELLERS
1995	ACCOUNTANTS AND AUDITORS
1995	ASSEMBLERS - ELECTRICAL AND ELECTRONIC EQUIPMENT - PRECISION
1995	BIOLOGICAL SCIENTISTS
1995	COMMUNICATIONS, TRANSPORTATION, AND UTILITIES OPERATIONS MANAGERS
1995	COMPUTER ENGINEERS
1995	CONCRETE AND TERRAZO FINISHERS
1995	DATA ENTRY KEYERS - EXCEPT COMPOSING
1995	GENERAL OFFICE CLERKS
1995	INDUSTRIAL ENGINEERS - EXCEPT SAFETY
1995	JANITORS AND CLEANERS - EXCEPT MAIDS AND HOUSEKEEPING CLEANERS
1995	MACHINISTS
1995	MARKETING, ADVERTISING, AND PUBLIC RELATIONS MANAGERS
1995	NURSE AIDES
1995	PAINTERS, PAPERHANGERS - CONSTRUCTION AND MAINTENANCE
1995	RECREATION WORKERS
1995	SALES REPRESENTATIVES - EXCEPT SCIENTIFIC AND RELATED PRODUCTS AND SERVICES AND RETAIL
1995	SOCIAL WORKERS - MEDICAL AND PSYCHIATRIC
1995	TEACHERS - SECONDARY SCHOOL
1995	TYPISTS, INCLUDING WORD PROCESSING
1995	VOCATIONAL AND EDUCATIONAL COUNSELORS
1996	ADMINISTRATIVE SERVICES MANAGERS
1996	COUNTER AND RELATED CLERKS
1996	CREDIT CHECKERS
1996	EMPLOYMENT INTERVIEWERS - PRIVATE OR PUBLIC EMPLOYMENT SERVICES
1996	FINANCIAL MANAGERS
1996	FIRST LINE SUPERVISORS AND MANAGER/SUPERVISORS - PRODUCTION AND OPERATING WORKERS
1996	FLORAL DESIGNERS
1996	GARDENERS, GROUNDSKEEPERS, EXCEPT FARM

1996	GUARDS AND WATCHGUARDS
1996	HAZARDOUS-WASTE MANAGEMENT SPECIALISTS
1996	MOBILE HEAVY EQUIPMENT MECHANICS
1996	MOTORCYCLE REPAIRERS
1996	ORDER CLERKS - MATERIALS, MERCHANDISE, AND SERVICE
1996	PEST CONTROLLERS AND ASSISTANTS
1996	PHARMACY ASSISTANTS
1996	PHOTOGRAPHERS
1996	PLASTIC MOULDING AND CASTING MACHINE OPERATORS AND TENDERS
1996	SURGICAL TECHNICIANS
1996	TAXI DRIVERS AND CHAUFFEURS
1996	TRAVEL AGENTS
1996	VETERINARY TECHNICIANS AND TECHNOLOGISTS
1997	AUTOMOTIVE MECHANICS
1997	CARPENTERS
1997	CONSTRUCTION MANAGERS
1997	ELECTRICIANS
1997	FILM EDITORS
1997	FOOD SERVICE MANAGERS
1997	HELPERS-CARPENTERS AND RELATED
1997	HOME HEALTH CARE WORKERS
1997	HOTEL DESK CLERKS
1997	HUMAN SERVICE WORKERS
1997	LOAN OFFICERS AND COUNSELORS
1997	LOCAL AREA NETWORK MANAGERS
1997	MAIDS AND HOUSEKEEPING CLEANERS
1997	MANAGEMENT ANALYSTS
1997	OCCUPATIONAL THERAPISTS
1997	OPTICIANS-DISPENSING AND MEASURING
1997	PARALEGAL PERSONNEL
1997	PAYROLL AND TIMEKEEPING CLERKS
1997	PROPERTY AND REAL ESTATE MANAGERS AND ADMINISTRATORS
1997	SOCIAL WORKERS-MEDICAL AND PSYCHIATRIC
1997	SYSTEMS ANALYSTS-ELECTRONIC DATA PROCESSING
1997	UNDERWRITERS
1997	WAITERS AND WAITRESSES

SAMPLE LIST

OF

TRAINING PROVIDERS

SAMPLE LIST OF TRAINING PROVIDERS

Sorted by Occupation Name

Further information on training providers is available on the EASTBAY Works Web Site:
www.eastbayworks.org

<u>Occupation</u>	<u>Training Provider</u>	<u>Phone Number</u>
BAKERS – BREAD AND PASTRY	LANEY COLLEGE	510-834-5740
CHILD CARE WORKERS	MERRITT COLLEGE ASSETS SENIOR EMPLOYMENT OPPORTUNITIES PROGRAM (CITY OF OAKLAND)	510-531-4911 510-238-3535
COMPUTER PROGRAMMERS, INCLUDING AIDES	LANEY COLLEGE MERRITT COLLEGE COLLEGE OF ALAMEDA VISTA COMMUNITY COLLEGE COMPUTER TECHNOLOGIES PROGRAM NORTHWESTERN POLYTECHNIC UNIVERSITY	510-834-5740 510-531-4911 510-748-2228 510-841-8431 510-849-2911 510-657-5912
COOKS – RESTAURANT	LANEY COLLEGE	510-834-5740
DATA PROCESSING EQUIPMENT REPAIRERS	NATIONAL TRAINING INSTITUTE SCHOOL OF TECHNOLOGY INTER-CITY SERVICES	510-451-1522 510-783-2100 510-834-4227
FOOD PREPARATION WORKERS	BERKELEY ADULT SCHOOL BUILDING OPPORTUNITIES FOR SELF-SUFFICIENCY (BOSS) LANEY COLLEGE	510-644-8970 510-834-2231 510-834-5740
HAZARDOUS MATERIALS REMOVAL WORKERS	CYPRESS MANDELA/WOMEN IN SKILLED TRAINING CENTER (OAKLAND PRIVATE INDUSTRY COUNCIL) YOUTH EMPLOYMENT PARTNERSHIP CONSTRUCTION CRAFT TRAINING CENTER	510-208-7350 510-533-3447 510-785-2282
HEATING, AIR CONDITIONING AND REFRIGERATION MECHANICS AND INSTALLERS	SEQUOIA INSTITUTE, INC. CONSTRUCTION CRAFT TRAINING CENTER	510-490-6900 510-785-2282
INTERNET WEB SITE DESIGNERS (WEB MASTER)	NORTHWESTERN POLYTECHNIC UNIVERSITY UNITEK NETWORK EDUCATION	510-657-5912 510-249-1060

MAINTENANCE REPAIRERS- GENERAL UTILITY	CENTER FOR EMPLOYMENT TRAINING	510-568-6166
NETWORK CONTROL TECHNICIANS	ALAMEDA COMPUTER CENTER BUSINESS EDUCATION TECHNOLOGIES UNITEK NETWORK EDUCATION COMPUTER TRAINING INSTITUTE	510-865-9985 510-986-6710 510-249-1060 510-742-9600
PHARMACY TECHNICIANS	WESTERN CAREER COLLEGE SILICON VALLEY COLLEGE	510-276-3888 510-623-9966
PHYSICAL THERAPY AIDES	LANEY COLLEGE MERRITT COLLEGE VISTA COMMUNITY COLLEGE	510-834-5740 510-531-4911 510-841-8431
RECEPTIONISTS	BERKELEY ADULT SCHOOL ASSETS SENIOR EMPLOYMENT OPPORTUNITIES PROGRAM (CITY OF OAKLAND) BUILDING OPPORTUNITIES FOR SELF-SUFFICIENCY (BOSS) CENTER FOR EMPLOYMENT TRAINING JOBS FOR HOMELESS CONSORTIUM OAKLAND UNIFIED SCHOOL DIST. ADULT EDUCATION YOUTH EMPLOYMENT PARTNERSHIP CAREER RESOURCES DEVELOPMENT CENTER HEALD BUSINESS COLLEGE INTER-CITY SERVICES, INC.	510-644-8970 510-238-3535 510-834-2231 510-568-6166 510-251-6241 510-879-8131 510-533-3447 510-268-0688 510-783-2100 510-834-4227
SECRETARIES, MEDICAL	WESTERN CAREER COLLEGE SILICON VALLEY COLLEGE SAN LEANDRO ADULT SCHOOL COMPUTER TRAINING INSTITUTE CAREER RESOURCES DEVELOPMENT CENTER	510-276-3888 510-623-9966 510-667-6087 510-742-9600 510-268-0688
STOCK CLERKS	STEPPING STONES GROWTH CENTER	510-568-3331
TRUCK DRIVERS – HEAVY OR TRACTOR TRAILER	BAY AREA TRUCK DRIVING SCHOOL PRECISION TRUCK SCHOOL WESTERN TRUCK SCHOOL	510-739-1633 510-638-7078 510-489-8736

The training providers listed above represent only those who contract with either the Alameda County Private Industry Council or the Oakland Private Industry Council.